

BID WAIVER

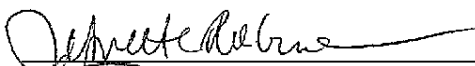
Date: September 9, 1999
Requisitioner: J. Yvette Robinson
Estimated Total Dollar Amount: \$508,055
Program: Noches de Baile - Marlboro Latin Dance
Program Required Date: August 30, 1999
Reason for Bid Waiver:

RFP's were mailed to three Agencies for the bid: Gary M. Reynolds, Phoenix Marketing, Inc.; and Field Marketing, Inc. GMR declined to bid. GMR felt the timeframe, particularly for such a targeted promotion, was too short for GMR to implement effectively. PM received bids from Field Marketing, Inc. and Phoenix Marketing.

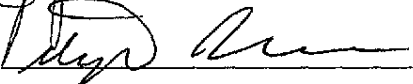
Finance reviewed both bids and the business was awarded to Phoenix Marketing.

Approvals:

Requisitioner:

 Date: 9/10/99

Dept. Vice President
(Under \$100,000)

 Date: 9/20/99

Dept. Sr. VP
(Over \$100,000)

_____ Date: _____

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